



1. NATIONAL SERVICE

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CORPORATION FOR NATIONAL & COMMUNITY SERVICE

AMERICORPS & SENIOR CORPS



OUR MISSION

Improve lives, strengthen communities, and foster civic engagement through service and volunteering.



300,000

AmeriCorps & Senior Corps members



50,000

locations in 50 states



1,000,000+

AmeriCorps Alumni

The Corporation for National and Community Service (CNCS) is committed to improving lives and strengthening communities through service and volunteering by empowering citizens to solve local problems, expand economic opportunity and encouraging personal responsibility.

Based on principles of local control, competition, accountability, and public-private partnership, CNCS is a cost-effective investment in America's future that provides vital services to underserved communities and generates dividends that far exceed the original investment. Through strategic and evidence-based grantmaking, we partner with thousands of nonprofit organizations, faith-based groups, schools, and local governments to solve tough problems and meet local needs.



AmeriCorps provides opportunities for 75,000 Americans each year to serve their communities and country through three programs: AmeriCorps NCCC, AmeriCorps VISTA, and AmeriCorps State & National.



Senior Corps taps the skills, talents, and experience of over 220,000 Americans each year age 55 and older to meet a wide range of community challenges through three programs: Foster Grandparents, Senior Companions, and RSVP.

NATIONALSERVICE.GOV

January 2019



@AmeriCorps @SeniorCorps @NationalService



DISASTER SERVICES

Helping communities prepare for, respond to, and recover from disasters

Following a disaster, national service acts as a force multiplier, providing key resources and significantly expanding the capacity of existing organizations on the ground. National service members respond to natural and manmade disaster events, assisting with volunteer and donations management, disaster survivor assistance, operations and logistics support, home repair and restoration, and much more.

AmeriCorps and Senior Corps teams have provided critical support after countless disasters, including Hurricanes Katrina and Sandy; flooding in Colorado, Iowa, Louisiana, and Texas; tornadoes in Joplin, Missouri and Moore, Oklahoma; and wildfires in California and the Mountain West. Recently, CNCS deployed nearly **6,000 AmeriCorps and Senior Corps members** in direct response to Hurricanes Harvey, Irma, Maria, Michael, and Florence.

EDUCATION



Improving educational outcomes by teaching, tutoring, and mentoring children and youth

AmeriCorps and Senior Corps provide cost-effective strategies to improve education and ensure more young people succeed in school and in life. CNCS programs play a critical role in strengthening schools including low-performing schools.

The education-focused programs we support produce favorable and quantifiable outcomes for students served. Each year, AmeriCorps and Senior Corps programs improve academic achievement of nearly **540,000 students**, impacting school readiness, socioemotional skills, reading and math achievement, improved attendance and behavior, and increased high school graduation rates and college enrollment.



ECONOMIC OPPORTUNITY

Improving the economic well-being of the American people

National service increases economic opportunity and builds family stability by helping seniors live independently, keeping students on track to graduate, rebuilding and rehabilitating affordable housing, preventing elder fraud, providing financial literacy training, and connecting returning veterans to jobs.

More than **1 million AmeriCorps members** have used the program as a pathway to education and employment opportunities, while developing important skills for the 21st-century workplace.



VETERANS & MILITARY FAMILIES



Assisting veterans with education, job training, and a meaningful transition to civilian life

America's veterans and their families make tremendous sacrifices for our nation during their military service, and we owe them a great debt. Each year AmeriCorps and Senior Corps members assist more than **500,000 veterans and military families** by connecting them to education opportunities, jobs, and the benefits they have earned. CNCS also engages approximately 20,000 veterans in service as AmeriCorps and Senior Corps members, who choose our programs to continue serving their country.



HEALTHY FUTURES

Promoting healthy lifestyles, independent living, and combating the opioid epidemic

AmeriCorps and Senior Corps national service programs help build the capacity of food banks, prevent elder abuse, create school and community gardens, promote healthy lifestyles through community outreach and education, serve in health clinics, help homebound seniors live independently, and address stubborn challenges including food insecurity and homelessness.

In response to the unprecedented substance abuse epidemic, nearly **2,000 AmeriCorps and Senior Corps members** are focused on opioid and substance abuse prevention, reduction, and recovery in 140 projects nationwide.



ENVIRONMENTAL STEWARDSHIP



Restoring public lands and expanding healthy, recreational opportunities

Each year, hundreds of national service programs support more than **250,000 acres of public lands**, conserve natural habitats, protect clean air and water, maintain public lands, support wildland fire mitigation, provide reforestation services after floods or fires, and lower utility bills by improving the energy efficiency of homes. These programs also bring stewardship lessons to classrooms and nature centers, teaching the next generation about the importance of conservation.





AMERICORPS

More than 1 million AmeriCorps alumni have gained critical educational, employment, and civic benefits through their service. Many alumni have gone on to make an impact in corporate boardrooms, nonprofits, state capitals, and more.

- **90%** of AmeriCorps alumni surveyed report that their national service experience improved their ability to solve problems.
- AmeriCorps alumni are more likely than the average American adult to attain a bachelor's degree or higher.
- **80%** of alumni say that AmeriCorps benefited their career path.
- **79%** of AmeriCorps alumni are, or plan to become, actively involved in their community after service, compared to 47% prior to service.



SENIOR CORPS

Senior Corps volunteers share wisdom from a lifetime of experience with the young and young at heart, creating intergenerational exchanges and building friendships that give hope, and end loneliness and isolation. Research shows that positive mental and physical health benefits are associated with active lifestyles and volunteering among older adults.

- **84%** of Senior Corps volunteers reported improved or stable health, after two years of service in Senior Corps.
- **88%** of Senior Corps volunteers who first described a lack of companionship reported a decrease in feelings of isolation after two years.
- **78%** of those who reported 5 or more symptoms at the beginning of the study said they felt less depressed two years later.

SUPPORTING VOLUNTEERING IN AMERICA

CNCS is the lead federal agency for elevating volunteering in America. Through our AmeriCorps and Senior Corps programs and initiatives, CNCS encourages millions to join our members in service each year. The agency also guides the Volunteer Generation Fund that supports and bolsters the volunteer sector by promoting best practices for recruitment and volunteer management, and leads MLK Day and 9/11 Day of Service.



2019 Highlights

- 5.4 million people reached
- 60.1 million people reached

SOME OF OUR PARTNERS



CITY YEAR





AmeriCorps

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** ★★ ★



Getting Things Done for America

AmeriCorps engages approximately 75,000 men and women in intensive service each year at more than 21,000 locations including nonprofits, schools, public agencies, and community and faith-based groups across the country. AmeriCorps members help communities tackle pressing problems while mobilizing millions of volunteers for the organizations they serve. Members gain valuable professional, educational, and life benefits, and the experience has a lasting impact on the members and the communities they serve.

AmeriCorps consists of three main programs: the state and national AmeriCorps program, whose members serve with nonprofit and community groups across the country; AmeriCorps VISTA, through which members serve full-time addressing poverty and building the capacity of nonprofit organizations; and AmeriCorps NCCC, a team-based residential program for young adults 18-24 who serve in public safety, the environment, youth development, and disaster relief and preparedness.

AmeriCorps By the Numbers

- Engages approximately **75,000 members** annually
- Members serve at **21,000 locations** across the country
- Mobilizes **millions of volunteers** annually
- Leverages more than **\$1 billion** in outside funding and donations every year
- More than **1 Million Americans** have served since 1994

Strengthening Nonprofits and the Volunteer Sector

Strengthening nonprofits: AmeriCorps members help faith-based and community groups expand services, build capacity, raise funds, develop new partnerships, and create innovative, sustainable programs.

Encouraging competition and local control: AmeriCorps pushes funding and decision-making to the state and local level. Most grantees are chosen by bipartisan state commissions appointed by the governor.

Advancing social innovation: AmeriCorps invests in entrepreneurial organizations that have been recognized for their innovative approaches to citizen problem-solving such as Citizen Schools, City Year, Experience Corps, Teach For America, and YouthBuild.

Expanding Educational Opportunity and Building Future Leaders

Expanding educational opportunity: In exchange for a year of full-time service, AmeriCorps members earn a Segal AmeriCorps Education Award (equal to the maximum Pell Grant) that helps pay for college or pay back student loans. AmeriCorps members have earned more than \$3.6 billion in these awards since 1994.

Preparing the 21st Century Workforce: AmeriCorps is a pathway to economic opportunity that provides members with valuable skills specific to their service (construction, teaching, weatherization, etc.) as well as general skills of leadership and problem-solving that all employers are looking for.

Creating future leaders: AmeriCorps members gain new and useful skills, advance their education, and become more connected to their communities. A longitudinal study has shown that AmeriCorps alumni are more likely to be civically engaged, to go into public service careers—such as teaching, public safety, social work, and military service—and to volunteer in their communities.

Leveraging a Powerful Return on Investment

Public-private partnerships: AmeriCorps leverages substantial private investment—more than \$1 billion in non-CNCS funds each year from businesses, foundations, and other sources. AmeriCorps has cut costs and become more efficient by supporting more members with fewer federal dollars.

Mobilizing volunteers: AmeriCorps is a powerful catalyst and force-multiplier for community volunteering. In 2017 AmeriCorps members recruited, trained, and supervised more than 1.9 million community volunteers for the organizations they serve.



AmeriCorps Pledge



Corporation for
NATIONAL &
COMMUNITY
SERVICE

*I will get things done for America –
to make our people safer, smarter, and healthier.*

I will bring Americans together to strengthen our communities.

Faced with apathy, I will take action.

Faced with conflict, I will seek common ground.

Faced with adversity, I will persevere.

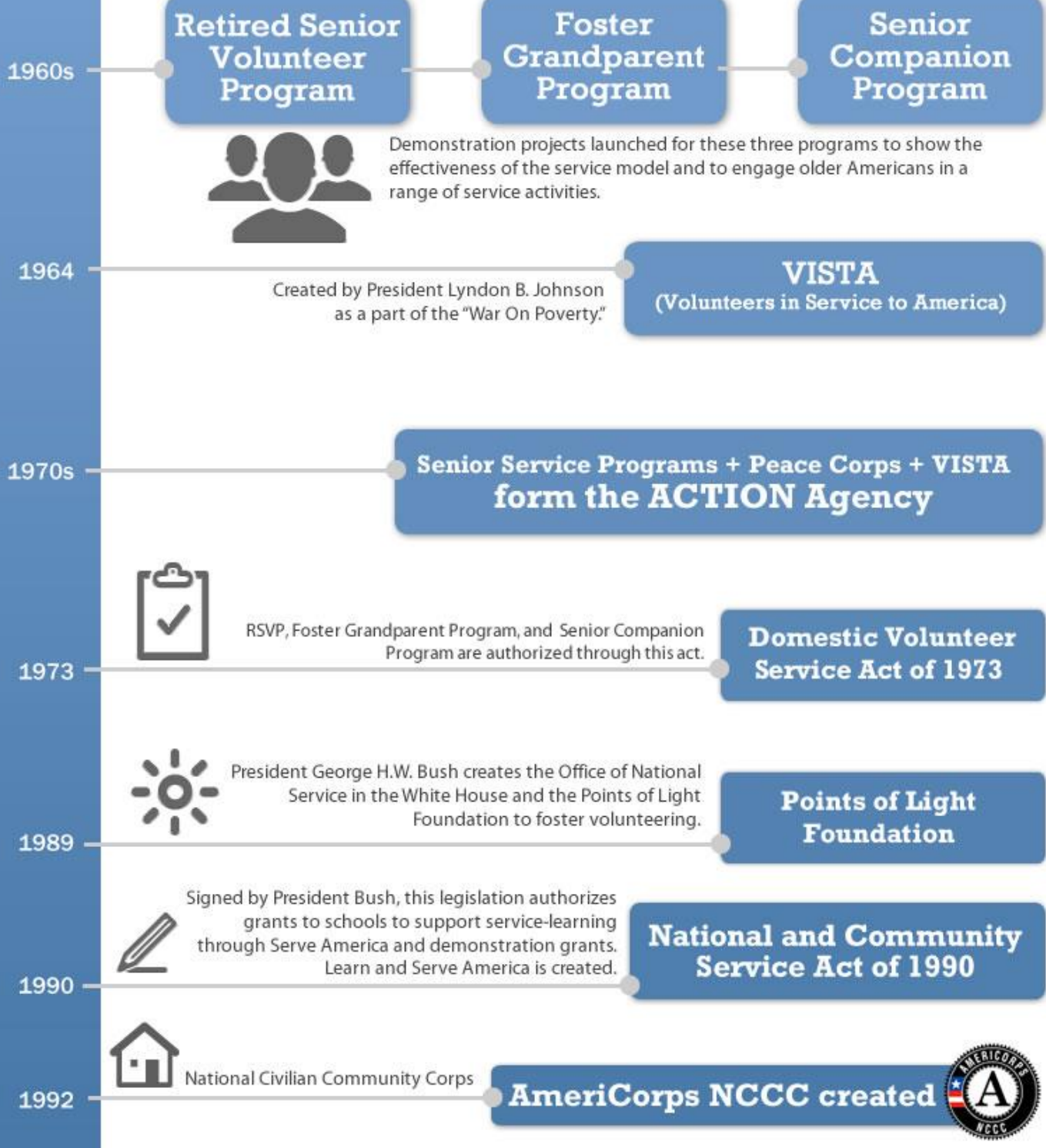
I will carry this commitment with me this year and beyond.

I am an AmeriCorps member, and I am going to get things done.

Date

Name

History of National Service



1993

Corporation for National and Community Service created

Corporation for
NATIONAL & COMMUNITY SERVICE 

AmeriCorps created; Senior Corps incorporates the three senior-focused programs: RSVP, Foster Grandparents, and Senior Companions.



AmeriCorps incorporates VISTA and NCCC

AmeriCorps created



1994

King Holiday and Service Act of 1994

Congress establishes MLK Day as a day of service.



2002



After 9/11, President George W. Bush asks all Americans to devote **two years or 4,000 hours to volunteer service** during their lifetimes.

2002 State of the Union Address

2006



Launched by CNCS to honor the nation's top colleges and universities for their commitment to community service, civic engagement, and service-learning.

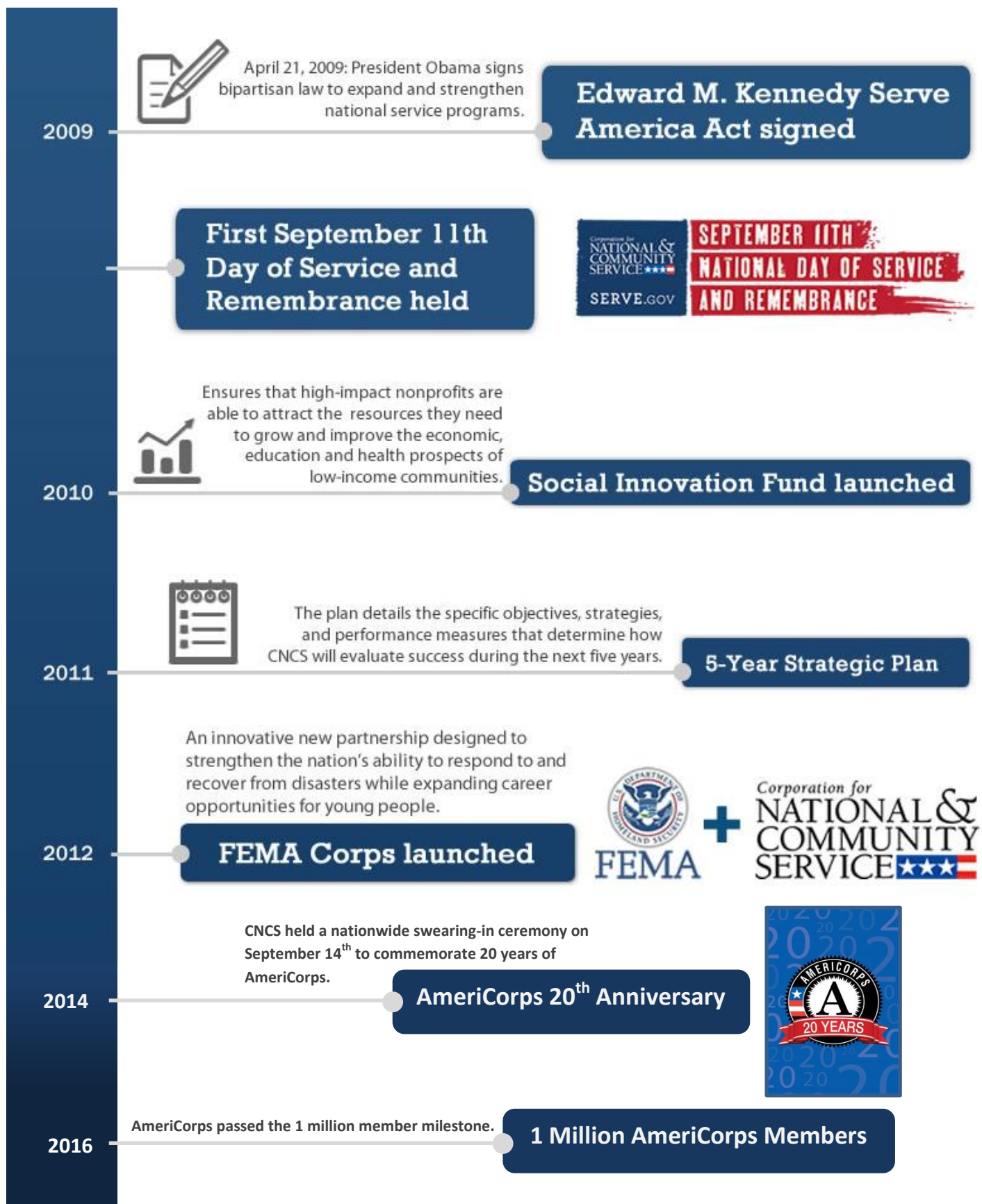
President's Higher Education Community Service Honor Roll

2007



Officially launched in May 2007

First AmeriCorps Week





Volunteer Tennessee

encouraging volunteerism and community service

Volunteer Tennessee is a 25-member, bi-partisan commission appointed by the Governor. Its mission is to encourage volunteerism and community service. The agency manages over \$5 million in grants and training services to support AmeriCorps programs and volunteer centers across the state. Since 1994, Volunteer Tennessee and its programs have leveraged \$76 million in federal funds with \$80 million in local match, and 13,000 Tennessee AmeriCorps members have served over 26 million hours meeting critical needs for tens of thousands of Tennesseans. For every dollar of its \$296,900 in FY19 State appropriations, Volunteer Tennessee will leverage \$106 in federal and local match for a total of \$31,735,883 in non-state funds.

Volunteer Statistics

- * Tennessee's **1.65 million** volunteers gave **137.7 million hours of service** last year, contributing the equivalent of **\$3.3 billion** to Tennessee's economy.
- * The 2018 *Volunteering and Civic Life in America* report ranked Tennessee 31st in the nation for the percentage of residents who volunteer in their communities. Volunteer Tennessee would like to see us do better.
- * In Tennessee, over **5,250 people** participate in national service each year through **800 projects and programs**. The Corporation for National and Community Service will commit more than **\$18.0 million** in 2019 to support Tennessee communities through Senior Corps and AmeriCorps programs.



Disaster Response

Volunteer Tennessee is the lead state agency for volunteers and donations under the Tennessee Emergency Management Plan. Beginning the night of November 28, 2016 through most of December, Volunteer Tennessee staff worked out of the State Emergency Operations Center to support local efforts to manage volunteers and donations in Sevier County. Volunteer Tennessee Board member and Volunteer East Tennessee's Executive Director, Alex Brownfield, took the leadership role in managing volunteers by establishing a Volunteer Reception Center in Sevierville. Volunteer East Tennessee leveraged over **101,800 volunteer hours** on recovery efforts. The value of the volunteer service is over **\$2.3 million**. Volunteer Tennessee Board member Brandon Johnson coordinated Lions Clubs to collect \$49,000 in cash donations to help families affected by the fires.



Governor's Volunteer Stars Awards

The Governor's Volunteer Stars Awards recognizes exemplary youth and adult volunteers across the State. Last year's event was a great success with **108 volunteers** recognized from **61 counties** and over 350 people in attendance.

Volunteer Tennessee organizes and implements the program in consultation with county mayors and local coordinators. The 2019 event is scheduled for February 9, 2020 in Franklin, TN.



William R. Snodgrass Tennessee Tower
312 Rosa L. Parks Avenue, 18th Floor
615-253-8585

www.volunteertennessee.net

AmeriCorps

AmeriCorps is a strong network of local programs connecting over 70,000 Americans in intensive service to meet critical, community-identified needs in disaster services, economic opportunity, education, environmental stewardship, healthy futures, and veterans and military families.

During the 2018-19 program year, Volunteer Tennessee will administer **\$4,705,489 in AmeriCorps grants** to local non-profit agencies. Throughout the state, **1,006 AmeriCorps members** will accomplish the following:

- * provide classroom academic performance improvement for **22,490 students** in low-performing schools.
- * provide basic needs assistance to **600 veterans and their families**;
- * tutor and mentor more than **4,600 students**, helping them achieve greater scholastic and civic success;
- * provide environmental education to **4,000 individuals** to increase their environmental stewardship awareness;
- * provide access to appropriate housing and improved work-readiness for **3,200 economically disadvantaged individuals**;
- * assist **750 frail senior citizens** to increase vitality and live independently in their own homes;
- * provide improved school readiness for **480 Head Start children**;



TN Conference on Volunteerism & Service-Learning

In 2010, Volunteer Tennessee, with its partners Tennessee Campus Compact, State Farm and the Corporation for National and Community Service Tennessee State Office, convened the first-ever statewide conference on volunteerism and service-learning. Since then, the Tennessee Conference on Volunteerism and Service-Learning has continued to bring together the best civic leaders across the state to share innovative ways to encourage volunteerism and provide a solid infrastructure for people to serve. The Conference aims to increase service and volunteerism across Tennessee as a means of problem-solving throughout all stages of life.



Service-Learning

Service-learning is a teaching methodology that combines hands-on learning with community service. For example, a science class learning about water quality can apply classroom instruction to cleaning up a local stream.

- * Volunteer Tennessee works in partnership with Metro Nashville Public Schools to provide service-learning training to teachers in Davidson County.
- * Research shows that service-learning is especially effective in improving grades, attendance and behavior among at-risk youth. Service-learning is a great, low-cost strategy to keep students focused and in school.
- * Our 25 expert State Farm service-learning trainers can deliver quality service-learning trainings across Tennessee. This diverse group of trainers has experience in K-12 schools, community-based agencies and higher education institutions. The goal of this cohort of trainers is to build the capacity for service-learning as a strategy in Tennessee.

A rigorous scientific evaluation involving 1,100 TN students revealed the following benefits of service-learning:

1. Students reduced school absences by 52 percent.
2. Students improved academically by as much as one letter grade.
3. Students reported positive lifestyle changes as a result of service-learning.
4. Students reported lower alcohol consumption after participating in service-learning.
5. Students increased their attitudes about being a leader and making a difference at school and in their communities.

The mission of Volunteer Tennessee is to encourage volunteerism and community service



TEAM TENNESSEE AMERICORPS STATE

AmeriCorps is a network of local, state, and national service programs that connects over 75,000 Americans each year in intensive service to meet community needs in education, the environment, public safety, health, and homeland security. Members serve in full or part-time positions over a 10-12 month period. Upon completion of their service, full-time members receive a Segal AmeriCorps Education Award of \$6,095 to pay for college, graduate school, or to pay back qualified student loans. Part-time members receive a partial education award. Members also have access to other benefits such as: health insurance, child care, training, and student loan forbearance during their service. Members may also receive a modest annual living allowance depending on the terms of their program.

2019-2020 Program Descriptions

East Tennessee

AmeriCorps*Building Futures – AIM Center: Chattanooga*

AIM Center AmeriCorps members help address the stigma of mental illness while serving at the AIM Center. Members will holistically address the basic human needs for meaningful relationships, self-sufficiency, and community reintegration for people in the greater Chattanooga area with a psychiatric diagnosis.

Contact: Rhonda Jacks Moore

Email: rhondajacks@aimcenterinc.org

Phone: 423-702-8012

Website: www.aimcenterinc.org

Appalachia CARES – Clinch-Powell RC&DC: Rutledge / Greeneville area*

The Appalachia CARES program is a community-based service-learning program. AmeriCorps members provide direct service to local communities through primary focus areas of energy efficiency, conservation, and housing services throughout the state. As a secondary focus, they also expand the organizational capacity of participating agencies by expanding services, increasing outreach, and recruiting and/or managing community volunteers.

Contact: Trenna Brown

Email: appalachiacares@clinchpowell.net

Phone: 865-828-5927/423-620-3456 Website: www.clinchpowell.net/content/appalachia-cares

Appalachian Regional Coalition on Homelessness: Johnson City area**

Appalachian Regional Coalition of Homelessness (ARCH) AmeriCorps members aim to reduce homelessness by providing a combination of housing and social services in the Appalachia region of east Tennessee.

Contact: Gerald Boone

Email: Gerald@appalachianhomeless.org

Phone: 423-218-4090

Website: www.appalachianhomeless.org

CAC AmeriCorps – Knoxville-Knox County Community Action Committee: Knoxville**

As Tennessee's only environmental corps, CAC AmeriCorps combines elements of traditional conservation practice with community action that informs their work and places it in the broader context of the region. CAC AmeriCorps members work to improve public lands, streams, and greenways; educate the public; meet immediate human needs through disaster response; and build the volunteer capacity of partner organizations.

Contact: Jason Scott

Email: jason.scott@knoxcac.org

Phone: 865-546-3500

Website: www.cacamericorps.org



East Tennessee

Community Cares – Tennessee’s Community Assistance Corporation: Morristown/various sites across TN*

AmeriCorps members assist frail seniors and persons with disabilities through direct, in-home assistance so that the residents can remain living independently in their own homes for as long as possible.

Contact: Rebecca Basenfelder

Email: rebecca@tcac1.org

Phone: 423-586-7636 ext. 307

Website: www.tcac1.org

Making Veterans Priority (MVP) – Tennessee’s Community Assistance Corporation: Morristown/various sites across TN*

MVP AmeriCorps members provide services for veterans and their families who are homeless or on the verge of becoming homeless due to lack of income, physical and/or mental health issues, disabilities, trauma, substance abuse, and weak social networks. The goal is to allow them to improve their quality of life while giving them the resources, respect, and encouragement they deserve to live a more productive and fulfilling life.

Contact: Rebecca Basenfelder

Email: rebecca@tcac1.org

Phone: 423-586-7636 ext. 307

Website: www.tcac1.org

Project Inspire – Public Education Foundation: Chattanooga**

Project Inspire is a teacher residency that attracts and prepares aspiring teachers through a year-long, real-world experience in the classroom. Members will serve 5 days a week throughout the entire school year at select host sites, and members will also earn a graduate degree (M.A.T.) through the 14-month program at Lee University.

Contact: Lauren Bensman

Email: lbensman@projectinspiretn.org

Phone: 423-668-2425

Website: www.projectinspiretn.org

T.E.A.M. – Emerald Youth Foundation: Knoxville*

T.E.A.M. AmeriCorps members serve urban young people by leading structured afterschool and summer day camp activities (academic, enrichment, leadership, health activities, and mentoring) alongside the staff of a faith-based organization. The goal is to see young people become contributing leaders and live a full life.

Contact: Rachel Davis

Email: rdavis@emerald youth.org

Phone: 865-637-3227 ext. 112

Website: www.emerald youth.org

Middle Tennessee

Hands On Nashville**

Hands On Nashville builds capacity for individuals and agencies to meet needs through volunteerism. Its AmeriCorps program honors that work by engaging members in yearlong terms of service with HON and its environmental community partners. Member activities include stream restoration, environmental education, volunteer project management, urban canopy care, and community outreach.

Contact: Jann Seymour

Email: jann@hon.org

Phone: 615-298-1108 ext. 409

Website: www.hon.org

The Relay New Teacher Pathway – Relay Graduate School of Education: Nashville and Memphis*

AmeriCorps members participate in the innovative teacher preparation program, the Relay New Teacher Pathway, in Nashville and Memphis. AmeriCorps members will be prepared and certified to serve as teachers of record, and the 3,000 economically disadvantaged K-12 students they teach will demonstrate improved academic performance, better attitudes about school, and improved behavior and classroom engagement.

Contact: Allison Moore

Email: support@relay.edu

Phone: 646-604-9515

Website: www.relay.edu



Middle Tennessee

Teach For America – Nashville-Chattanooga**

Teach For America believes that all children deserve the opportunity to attain an excellent education. They recruit, train, and place outstanding teacher leaders into classrooms serving low-income children throughout Davidson and Hamilton County.

Contact: Kenya Payne Email: kenya.payne@teachforamerica.org

Phone: 615-242-6263 ext. 40132 Website: www.teachforamerica.org/where-we-work/nashville-chattanooga

THRIVE – Martha O’Bryan Center: Nashville**

The Martha O’Bryan Center empowers children, youth, and adults in poverty to transform their lives through work, education, employment, and fellowship. AmeriCorps members serve in one of five program areas: K-8 Youth Education, High School Education, Post-Secondary Success and Digital Inclusion, Adult Education, and Family Support. Members build relationships, tutor, teach, plan curriculum and enrichments, and perform community outreach and engagement.

Contact: Donna Anderson Email: danderson@marthaobryan.org

Phone: 615-254-1791 ext. 225 Website: www.marthaobryan.org

West Tennessee

Alder Graduate School of Education: Memphis**

Alder Graduate School of Education is a teacher residency program in which AmeriCorps members co-teach in K-8 classrooms in underserved public schools in Memphis. Alder Graduate School provides a rigorous and supportive teacher training program that recruits and trains individuals of all ages and backgrounds to become highly-effective teachers. Their mission is to create opportunity and cultivate success for every student by recruiting and educating excellent teachers and leaders who reflect our school communities.

Contact: Brianna Harrington Email: Brianna.Harrington@aspirepublicschools.org

Phone: 901-492-1446 Website: <https://aspirepublicschools.org/aldergse/>

Artesian Schools, Inc.: Memphis*

Artesian Schools, Inc. is a charter management organization focused on filling gaps in K-12 education to ensure postsecondary success. Its newest school, Southwest Early College High School, enables students in Memphis to graduate with a diploma and an associate degree. AmeriCorps members serve as tutors and mentors as a part of SECHS's comprehensive student support program. This program is modeled after Talent Search, and provides students from disadvantaged backgrounds additional aid in academic, career, and financial counseling. Each SECHS student will receive individualized attention in areas critical to college attendance and persistence.

Contact: Ashely Smith Email: asmith@artesianmemphis.com

Phone: 901-333-5681 Website: <https://sechsmemphis.com>

Bridge Builders Expansion – BRIDGES USA, Inc.: Memphis**

BRIDGES' mission is to unite and inspire diverse youth to become confident and courageous leaders committed to community transformation. Bridge Builders Expansion addresses key needs facing Memphis area youth in grades 6-12 through experiential learning and the facilitation of our Bridge Builders curriculum that targets low academic performance and graduation rates, low rates of cultural competency, and low rates of opportunity for meaningful civic engagement.

Contact: Tosca Nance-Jones Email: tnancejones@bridgesusa.org

Phone: 901-260-3790 Website: www.bridgesusa.org



West Tennessee

City Year Memphis*

City Year Memphis works to bridge the gap in high-poverty communities between the support that students actually need and what their schools are designed and resourced to provide. In doing so, the program aims to increase graduation rates and change the lives of their students. City Year Memphis AmeriCorps members will be responsible for providing whole school services to approximately 1,500 students and individualized services to 420 students in five Memphis public schools.

Contact: Hannah Perrin

Email: EPerrin@cityyear.org

Phone: 310-266-3280

Website: www.cityyear.org

Generations – Porter-Leath: Memphis**

Generations AmeriCorps members will increase school readiness by providing educational enrichment activities for Porter-Leath Early Childhood students in the agency's Head Start centers in Memphis and Shelby County. The AmeriCorps members will also leverage over 120 additional volunteers that will be engaged in literacy initiatives throughout the same centers.

Contact: Judy Rautine

Email: jrautine@porterleath.org

Phone: 901-577-2500 ext. 1128

Website: www.porterleath.org

Memphis Teacher Residency*

MTR recruits outstanding leaders as co-teachers for Memphis' most academically-challenged public schools. Their mission is to positively impact student achievement in Memphis urban schools by recruiting, training, and supporting outstanding teachers. All members are placed in Memphis' Title I schools that have greater than 50% enrollment rates in the Free or Reduced Price Lunch program.

Contact: Suzanne Oates

Email: suzanne@memphistr.org

Phone: 901-937-4683

Website: www.MemphisTR.org

Teach For America-Memphis**

Teach For America believes that all children deserve the opportunity to attain an excellent education. They recruit, train, and place outstanding teacher leaders into classrooms serving low-income children throughout Memphis and Shelby County.

Contact: Andrea Kukoff

Email: Andrea.Kukoff@teachforamerica.org

Phone: 319-321-2509

Website: memphis.teachforamerica.org

Volunteer Tennessee AmeriCorps Program Staff

Monica Hodges*

AmeriCorps Program Manager

Office – 615-253-6313

monica.hodges@tn.gov

Daniel Sparkman**

AmeriCorps Program Manager

Office – 615-253-2805

daniel.sparkman@tn.gov

Volunteer Tennessee

William R. Snodgrass Tennessee Tower

312 Rosa L. Parks Avenue, 18th Floor Tennessee Tower

www.volunteertennessee.net

www.americorps.gov

The mission of Volunteer Tennessee is to encourage volunteerism and community service.

BRANDING GUIDANCE

The “A” and “S” symbols support our nation’s tradition of citizens from all walks of life coming together in service to overcome their community’s and nation’s greatest challenges. The “A” and “S” represent hope to individuals and communities coping with a variety of challenges. The “A” and “S” say someone cares. Branding in the proper way provides instant recognition to communities across the nation that we are here to help them, and instills a strong sense of comfort and empowerment. Proper branding helps all of us deliver on our mission to improve lives, strengthen communities, and expand service and volunteering.

HOW TO BE COMPLIANT WITH BRANDING REQUIREMENTS

Gear and Site Signs

Order a wide variety of AmeriCorps-branded or Senior Corps-branded shirts, pins, patches, and more at nationalservicegear.org. If you need advice on procuring gear, please email engagement@cns.gov.

All permanent and temporary (e.g. disaster recovery) service locations should display AmeriCorps or Senior Corps site signs so others will know you are serving at that location.

Website Reference

Your organization’s connection to AmeriCorps or Senior Corps should be prominently displayed on your website. Using the AmeriCorps or Senior Corps logo, the AmeriCorps or Senior Corps boilerplate language, and your program narrative will help to further brand your connection to AmeriCorps or Senior Corps, and provides added credibility to your organization.

Press Release

Our press release template will help you inform local media that your program has received an AmeriCorps or Senior Corps grant. It includes all the basic information you need about AmeriCorps, Senior Corps, and the Corporation for National and Community Service (CNCS). All of your press releases should directly reference AmeriCorps or Senior Corps and CNCS. When you plan press engagements or make pitches, please notify pressoffice@cns.gov.

Photography

Showcase AmeriCorps or Senior Corps by using powerful photos that convey impact and branding (Display the “A” or “S”). You can use strong images to tell your story online. Prominently display well-branded photos on your website and share your great photos on social media channels. Always use #AmeriCorps or #SeniorCorps.

VIP Site Visits

When you receive visitors to your AmeriCorps-funded or Senior Corps-funded program from elected officials, corporate partners, and other key constituents, be sure that your program is well-branded. Display the AmeriCorps or Senior Corps logo prominently in key locations, and prepare staff, volunteers, and program participants to talk about the impact of your program from their individual perspectives. Make sure your members or volunteers understand and can convey your program’s affiliation to AmeriCorps or Senior Corps. This is also a time when you may want to reach out to the CNCS press office and/or government relations, especially if media is involved. (See Common Language.)

Recognition Events

It is important to specifically mention AmeriCorps or Senior Corps as a key funder at public events, especially at ceremonies where you are recognizing your private sector, foundation, and other funding supporters. Make sure to provide context around the support you receive from AmeriCorps or Senior Corps, and emphasize the critical nature of the public-private partnership that fuels the work you do.

Common Language

When writing press releases, public documents, and speeches to identify an organization's AmeriCorps or Senior Corps affiliation, always use standardized language to describe the program.

One vital way to maintain our brand is to make sure our verbal and written communications are as consistent as possible. Below are some key tips to remember as you craft language and talk about the great service members do:

DO SAY	DON'T SAY
AmeriCorps member	Volunteer or worker Corps member Service member
Selected to	Hired to
Serve as	Work as
A year of AmeriCorps or Senior Corps service	A job
AmeriCorps member doing service year with [organization]	Service year member
Senior Corps volunteer or Senior Corps member	Senior volunteer

Here are a few more important ways you and your members or volunteers should connect with AmeriCorps or Senior Corps.

- [Program name] is part of the AmeriCorps or Senior Corps network of programs.
- [Program name] is a Senior Corps [Foster Grandparent, Senior Companion, or RSVP] program.
- I am an AmeriCorps member serving with [program name].
- I am a Senior Corps [Foster Grandparent, Senior Companion, or RSVP] volunteer with [program name].

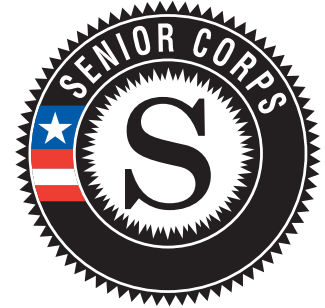
When writing a boilerplate, you should include the following copy:

[AmeriCorps or Senior Corps] is a program of the Corporation for National and Community Service (CNCS), the federal agency for volunteering, service, and civic engagement. CNCS engages millions of Americans in citizen service through its AmeriCorps

and Senior Corps programs and leads the nation's volunteer and service efforts. For more information, visit nationalemployment.gov.

When telling an AmeriCorps or Senior Corps story, use IMPACT to make it a great narrative.

- **INFORM:** Our story should make people feel good about themselves, their community, and their government.
- **MEASURE:** Our story gives us a chance to share numbers in a compelling way that illustrates our progress.
- **PERSONALIZE:** Our story should connect the audience with the outcome, demonstrating why they should care about national service.
- **ACTIVATE:** Our story gives people something to do. For some, it will motivate them to join national service. For others, it will compel them to share this story with their own networks or to volunteer (friends and families).
- **CULTIVATE:** Our story can open the door to new partnerships or relationships with elected officials, for example.
- **TEACH:** Through storytelling, we get better at communicating our impact.



Logo

You must use the AmeriCorps or Senior Corps logo to correctly brand (or co-brand) any newsletters, signage, and collateral that you create for any program activity related to your AmeriCorps or Senior Corps grant. The logo should appear in any collateral material that references your grant. Should you need assistance in how to do this, please reach out to engagement@cns.gov.

You can download various formats of the AmeriCorps and Senior Corps logos (and all other CNCS logos) at nationalemployment.gov/logos.

Here are the guidelines for proper logo use:

- Do not alter the fonts, colors, or appearance of the logo.
- Never use the logo sideways, upside down, or placed within a shape.
- Do not run the logo smaller than ½-inch tall.
- Preserve proportions as you resize the logo – don't stretch or squeeze (maintain the aspect ratio).
- Maintain white space around the logo equal to the approximate width of the inner black circle.
- Obtain written permission before using the logo on any materials that will be sold.
- Need to confirm that your logo meets the proper usage guidelines? Email engagement@cns.gov.

Color



Pantone 2728

C 100
M 69
Y 0
K 0



Pantone 0032

C 0
M 90
Y 69
K 0

Co-Branding

Your organization does great work. And AmeriCorps and Senior Corps help make it happen! Displaying our brands side-by-side reinforces our partnership, and ties your work into the nationwide narrative of powerful service. It's easy – just make sure the “A” or “S” appears next to your program logo. You can also use a customized AmeriCorps or Senior Corps logo to clearly make the connection. Or you can do both!

Logo Customization

You can customize the AmeriCorps or Senior Corps logo with a state or program name. This allows members and staff to feel connected to their home states and builds on your program identity while maintaining a strong link back to the national service network. We can add your program name in the lower black area of the outside ring of the logo. The maximum length is 18 characters including spaces. To request a customized logo, please email logos@cns.gov.

Social Media

When using social media channels to amplify any story related to your AmeriCorps or Senior Corps grant, be sure to use #**AmeriCorps** or #**SeniorCorps**. Include photos and videos to further draw attention to your impact, and tag our accounts:



Twitter

@AmeriCorps
@SeniorCorps
@NationalService



Facebook

facebook.com/AmeriCorps
facebook.com/SeniorCorps
facebook.com/NationalService



Tumblr

NationalService.tumblr.com



Instagram

@NationalService



Snapchat

@NationalService



YouTube

youtube.com/nationalservice



Team Tennessee Branding and Communications ToolKit

Your members are doing amazing things throughout Tennessee and their stories deserve to be told. We've put together this toolkit of information and resources to help sub-grantees successfully brand your program and communicate how you are getting things done for local communities.

Branding Toolkit:

- Branding.....2-3
 - AmeriCorps Branding
 - Acknowledging Volunteer Tennessee
 - Branding Best Practices
- Logos.....4-5
- Social Media.....6-9
 - Telling the Story Through Photos
 - Hashtags
 - Social Media Links: Who to Follow and Tag
- Branding and Engagement Opportunities.....10-11
 - Special National Service Events
 - CNCS Engagement Plan
 - AmeriCorps Member Identity
- Additional Resources.....12

We hope this will be a helpful resource. If you have any questions about the toolkit, or for more help with your program's communications strategy, please reach out to Stephanie Houghton, Communications and Community Outreach Manager at 615-741-9237 or by email at Stephanie.Houghton@tn.gov.



Branding

Clear and consistent branding is an important part of raising the visibility of your organization, and your organization's connection to National Service and other organizations. Raising awareness of the work your program does is beneficial for recruitment, funding, and organizational sustainability.

The American Marketing Association defines a brand as "A name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers.", but another way to think of it is communicating who you are, what you do, and why what you do matters.

Here are some initial branding considerations:

- Are you sharing why your program is unique and celebrating your program's successes? How and where are you sharing your program's story?
- Are you being consistent? Be true to your brand and design templates, brand standards, and a 'voice' for your brand – use with everything you do.
- Logos are an important part of communicating your brand, so make sure to integrate them when and where you can.

Co-branding, displaying more than one brand (logo) side-by-side, is a great way to reinforce partnerships and introduce your organization's services to someone who is familiar with another organization. Both brands benefit from this in a variety of ways.

Consider your own branding guidelines and develop co-branding principles before you create imagery or place another logo with your own. Also, make sure to be aware of other organizations branding guidelines so you are co-branding with the best interests of both in mind.

AmeriCorps Branding

As an AmeriCorps sub-grantee you are part of the nationwide National Service network. Consistently showing your organization's connection to AmeriCorps and the Corporation for National and Community Service reinforces an emotional connection and the greater overall impact of national service.

Why National Service branding matters:

- Compliance-***It is required!*** The beginning of the program year is a great time to inventory your materials to make sure they appropriately reflect your affiliation. It is recommended programs do regular branding audits to make sure you are compliant with the following requirements:
 - Display AmeriCorps **logo** on website
 - Use standardized **language** to describe the program (press releases, documents, etc.)
 - Use AmeriCorps logo on all service **gear**. You can order a variety of AmeriCorps-branded gear at nationalservicegear.org and order free national service materials at <https://pubs.nationalservice.gov/>.
 - Display AmeriCorps **signs** at service sites
- For Compliance and Branding Guidelines refer to "[Program Branding Compliance Checklist and Requirements](#)" and [CNCS Branding Guidance](#).
- Reputation/Recognition- Shows that your organization is affiliated with a nationwide movement.
 - Clear, consistent messaging-Using common language strengthens the National Service story.



Acknowledging Volunteer Tennessee

Per the Tennessee AmeriCorps State NOFO, all funded programs will be required to prominently display the Volunteer Tennessee and AmeriCorps logos on printed and electronic materials related to the grant.

Programs are expected to include Volunteer Tennessee's logo in all AmeriCorps communication, marketing and media materials, including, but not limited to, publications, press releases, newsletters, emails, websites, and brochures. The logo can be downloaded from the *Essential Logos* section (page 4) or you can email stephanie.houghton@tn.gov to request the logo.

Branding Best Practices

Website:

- Make sure the AmeriCorps and Volunteer Tennessee logo are displayed prominently on the organization's homepage and is easy to find
- Clearly describe your relationship with AmeriCorps
- Feature clear descriptions of service opportunities, benefits, and how potential members can apply
- Include photos of AmeriCorps members serving

Common Language:

Make sure you and your members are using key AmeriCorps terminology such as:

- ***AmeriCorps member...***
not volunteer, worker or participant.
- ***AmeriCorps members serve...***
not work or volunteer.
- ***AmeriCorps programs enroll and place into service members...***
not hire and members do not start work.
- ***AmeriCorps programs exit members...***
not fire members.
- ***AmeriCorps members receive a living allowance...***
not a wage, salary, or paycheck.

Crafting an Elevator Speech:

You and your members are important branding resources that can share your program's story in the communities you serve. An elevator speech is a brief summary that defines a product, service, or organization and its value. Crafting an elevator speech is a recommended activity for you as program staff and should be a requirement for your AmeriCorps members.

The following activity from the Minnesota Literacy Council AmeriCorps*VISTA program can be used as a tool for grantee staff and members to describe your AmeriCorps experience:

- [Crafting an Elevator Speech-Minnesota Literacy Council AmeriCorps*VISTA](#)

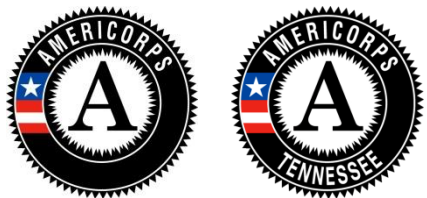


Essential Logos

Official use National Service logos can be found and downloaded at:
www.nationalservice.gov/newsroom/communication-resources/logos



Corporation for National & Community Service



-AmeriCorps
 -AmeriCorps Tennessee-The AmeriCorps logo can also be customized with a state name. [Download the AmeriCorps Tennessee logo here](#)

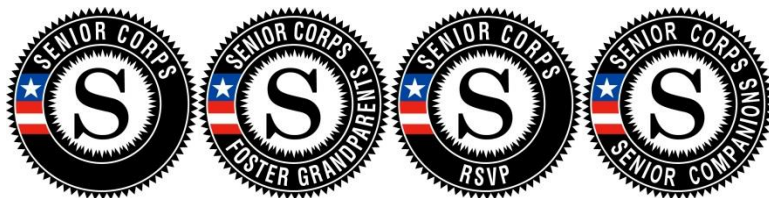


Volunteer Tennessee
[Download the Volunteer Tennessee logo here](#)

Additional National Service Programs



AmeriCorps NCCC
 AmeriCorps VISTA



Senior Corps

- Foster Grandparents
- RSVP
- Senior Companions



Use of Logos

You must use the AmeriCorps logo to correctly brand (or co-brand) any newsletters, signage, and collateral that you create for any program activity related to your AmeriCorps grant.

Here are the guidelines for proper logo use:

- Do not alter the fonts, colors, or appearance of the logo.
- Never use the logo sideways, upside down, or placed within a shape.
- Do not run the logo smaller than ½-inch tall.
- Preserve proportions as you resize the logo – don't stretch or squeeze (maintain the aspect ratio).
- Maintain white space around the logo equal to the approximate width of the inner black circle.
- Obtain written permission before using the logo on any materials that will be sold.

If you need to confirm that your logo meets the proper usage guidelines, email engagement@cns.gov.

You can customize the AmeriCorps logo with a program name. CNCS can add your program name in the lower black area of the outside ring of the logo. The maximum length is 18 characters including spaces. To request a customized logo, please email logos@cns.gov.

Inappropriate Use of the Corporation Logo (and other National Service Insignia)

The CNCS logo (and other national service insignia) **may not** be used in any of the following ways:

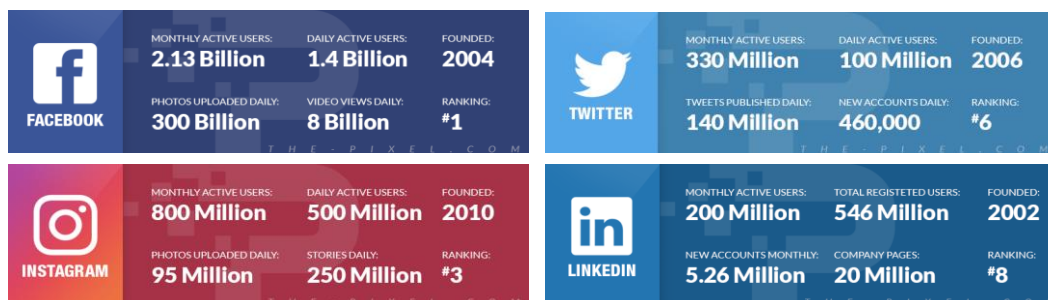
- Attempting to influence legislation;
- Organizing or engaging in protest, petitions, boycotts or strikes;
- Assisting, promoting, or deterring union organizing;
- Impairing existing contracts for services or collective bargaining agreements;
- Engaging in partisan political activities, or other activities designed to influence the outcome of an election to any public office;
- Participating in, or endorsing, events or activities that are likely to include advocacy for or against political parties, political platforms, political candidates, proposed legislation or elected officials;
- Engaging in religious instruction, conducting worship services, engaging in religious proselytization
- Supporting for-profit, commercial activities; or
- Any other manner prohibited by CNCS

Full Guidelines for using the Corporation logo and other National Service Insignia can be found here: www.nationalservice.gov/newsroom/marketing-and-media-resources/logos/guidelines-use



Social Media

With more than 3 billion people around the world using social media each month, social media is a great way to share information on your organization and build a stronger brand. We encourage programs to take time and to use one or more of the following social media platforms:



Infographics from the-pixel.com

Wondering how often you should be sharing content? Here are the recommended frequencies for posting on popular social media platforms:

- Facebook: 1 post per day
- Twitter: 15 Tweets per day
- Instagram: 1-2 posts per day
- LinkedIn: 1 post per day

Planning out posts ahead of time is recommended. Some people create a monthly content calendar and then can spend time scheduling out posts in advance. Later in this toolkit there are ideas to help programs make a social media plan or calendar. (See “Branding and Engagement Opportunities”).

Managing multiple social media sites can be challenging, so consider using a social media management tool such as Hootsuite or SproutSocial. Through social media management tools you can schedule social media content in advance. Each of these tools provide different ‘insights’ on your social media posts, such as how many people viewed, if people engaged (liked, commented, shared), or if you were mentioned in another social media platform. They also give you an idea, based on your audience, what days and times are best for posting.

If you don’t manage or have access to your organization’s social media accounts, make sure to communicate with your marketing/social media person and let them know about upcoming National Service events or occasionally send highlights and photos of your members serving so they can share or incorporate into their content calendar.

********* Additionally, we encourage you to send Volunteer Tennessee pictures, great stories, and upcoming events that we can feature on our social media platforms or in our monthly newsletter. Please send this information on a regular basis to Stephanie Houghton at stephanie.houghton@tn.gov *********



Telling the Story through Photos

The best way to tell your program's story is through photos or visuals. Keep in mind the following:

- Use photos of AmeriCorps members in action—make sure to add the AmeriCorps logo to the photo or capture shots with members in AmeriCorps gear (with the logo visible).
- Photos should be 'action-based' with members engaging volunteers and out in the community. They should have the AmeriCorps logo visible and clear as much as possible. Photos can be staged as well as candid, to have a good variety.
- Make sure you have photo releases!
- You can create graphics through sites like Canva.com (free) or Snappa.com (free). Creating your own graphics allows for you to share specific information about your programs (data, photo collage, infographics and more)
- Remember to include a graphic or video on every social media post. It grabs attention and reinforces the AmeriCorps brand.

Which picture tells the story better?

What story are we telling?





Hashtags

A hashtag is simply a keyword phrase, spelled out without spaces, with a pound sign (#) in front of it. The hashtag is a popular means of categorizing content on social media. Hashtags are used on all the most popular social networks and allow for your posts to be easily discovered in searches and widens your reach.

Hashtags to include in your posts:

- #AmeriCorpsWorks
- #AmeriCorps
- #NationalServiceWorks
- #VOLTN

Tips for using hashtags:

- Be Specific-the more specific you are the more targeted your audience will be.
- Sync with official campaign tags- Make sure to use the specific hashtag created for events or campaigns. (Examples #MLKDAY, #AmeriCorpsWorks, etc)
- Don't over hashtag- use hashtags sparingly and only when they add value. Use them too much they can be confusing, and annoying.



Social Media Links: Who to Follow and Tag

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 

Corporation for National &
Community Service

www.nationalservice.gov



/nationalservice



nationalservice.tumblr.com

AmeriCorps



/americorps

Volunteer Tennessee

www.volunteertennessee.net



/volunteertennessee



/volunteertn



/volunteertnservice

AmeriCorps Alums

www.americorpsalums.org/



/americorpsalums

Service Year

<https://serviceyear.org/>



/ServiceYear

America's Service Commissions

www.statecommissions.org



/statecommission



/statecommissions

Your organization's partners and service
sites

When using social media channels to
amplify any story related to your
AmeriCorps grant, be sure to tag
@AmeriCorps.

Programs are strongly encouraged to
follow/like/share Volunteer
Tennessee's social media platforms
for the latest updates. It is incredibly
helpful that you tag Vol TN when
sharing information about your
program on social media.



Your
Logo
Here



Branding and Engagement Opportunities

Special National Service Events

Volunteer Tennessee strongly encourages programs to identify and invite the Volunteer Tennessee Commissioners and staff, local elected officials, local media, business partners and community partners to ensure an active event that shows the strength of the statewide partnership.

The following are national events that many AmeriCorps programs participate in. They are great opportunities to promote your program and engage with the national service community!

Event	When?
Martin Luther King Jr. Day	Third Monday of January each year
AmeriCorps Week	Third week of March
National Volunteer Week	April
National Service Recognition Day	First Tuesday in April
September 11 National Day of Service and Remembrance	September 11
National Swearing-in Day for AmeriCorps	October
Make A Difference Day	October

CNCS Engagement Plan

CNCS has previously created a yearly *Public Engagement, Outreach, and Education Plan* that can be a helpful resource for planning events and/or creating an outreach and social media plan. The plan includes a calendar of monthly focus areas:

www.nationalservice.gov/sites/default/files/documents/CNCS_2017_Public_Engagement_Plan_and_Calendar_FINAL.pdf

AmeriCorps Member Identity

Another important part of branding is your program's members who are getting things done in local communities. It is important that members also have a clear understanding of their connection to national service.

A reminder, on the grant application regarding AmeriCorps member identity, programs have agreed to the following:

- AmeriCorps members will wear the logo every day
- AmeriCorps members will create and deliver elevator speeches
- Prominently display the logo on their websites



Member Impact Stories

A great branding opportunity is to regularly feature impact stories from current members and alums on your organizations social media, newsletter, or website.

Ask your AmeriCorps members to write up a reflection on their service. Utilize the *Crafting an Elevator Speech* activity on page 3, but here are some key questions to ask for an impact story:

- What led you to serve?
- What is a concrete example of the impact of your service?
- What skills have you developed?
- What challenges have you overcome?
- What will you do after this service year? (Current members) How did your service shape your future? (Alums)

How Are Your Members Telling the AmeriCorps Story?



Think about the following:

- Are they promoting a consistent message on social media?
- Are they portraying your program, AmeriCorps, CNCS, Volunteer Tennessee in a positive and impactful way?
- Are they maintaining a professional presence on social media?
- Are they using the key AmeriCorps terminology ("I am an AmeriCorps member serving with....")

More than 75,000 Americans across the country participate in AmeriCorps each year. Last year, more than 1,200 AmeriCorps members met pressing local needs across Tennessee. Support your members by sharing their impact and helping them understand their role in the greater National Service network.



Additional Resources

CNCS Communications and Branding Resources:

Many resources can be found here:

<https://www.nationalservice.gov/newsroom/communication-resources>

- Branding Guidance from CNCS
www.nationalservice.gov/sites/default/files/documents/AmeriCorpsSeniorCorpsBrandingGuidance.pdf
- CNCS Marketing and Media Resources
www.nationalservice.gov/resources/marketing-and-media
- 2018 Communications Guide
<http://www.nationalservice.gov/sites/default/files/documents/2018%20Grantee%20Communications%20Toolkit%20508.pdf>

Additional Branding Resources:

- [Program Branding Compliance](#)-Volunteer Tennessee has a checklist and quick guide to all the AmeriCorps Branding Requirements

Social Media Resources and Tips:

- How to Use Hashtags on Twitter, Facebook & Instagram:
<https://blog.hubspot.com/marketing/hashtags-twitter-facebook-instagram#sm.0000gy9a2xfwdeu9xuy21ikt0fddn>
- How Often To Post On Social Media? [Proven Research From 14 Studies]:
<https://coschedule.com/blog/how-often-to-post-on-social-media/>
- A Strategic Guide to Social Media for Nonprofits:
<https://sproutsocial.com/insights/nonprofit-social-media-guide/>



Crafting an Elevator Speech

Minnesota Literacy Council AmeriCorps*VISTA

Definition: An elevator speech/pitch is a brief summary that succinctly defines a product, service, or organization and its value. The name comes from the idea that this summary should be delivered in the time span of a typical elevator ride – approximately 30 seconds to 3 minutes.

Components & Tips: Elevator speeches can vary a lot depending on the goal, audience, and circumstances but they should all contain the following elements.

- **Pertinent Facts** – The five W's: Who, What, Where, Why, How
- **Sparkle** – What makes your organization/service/product compelling or unique
- **Impact** – Statistics and stories that show results
- **Simplicity** – Jargon-free language that anyone can understand
- **Passion** – Show that you care about what you're pitching
- **Flexibility** – Use a framework but adjust your speech to your audience
- **Preparation** – Practice your speech and ask for feedback

Crafting the Pitch: Answering the following questions will help you craft your own speech.

1. What are you trying to achieve? (i.e. recruit volunteers/clients, build new partnerships, inform others about your organization)
2. Who is your audience? (i.e. potential volunteers/clients, area schools/businesses, community members)
3. What is your position and your organization?
4. Why does your organization do what it does? (i.e. what need does it fill and why is this important to your audience?)

5. Where is your organization located? What population does it serve?
6. What does your organization do?
7. What makes your organization unique? What benefit do you deliver?
8. How does your organization do what it does?
9. Why are you passionate about what you do and what your organization does?
10. What is your “ask”? (i.e. How can people get involved or what could you do with additional support?)

3-30-3 Exercise: We can usually find plenty of things to say about what we do or who we work for. The hard part can be editing down our speeches, which is where the 3-30-3 exercise comes in. This exercise asks you to craft a three minute speech, a thirty second speech, and a three second speech. Give it a try!

1. Say it in three minutes: (Provides a more thorough explanation and includes impact stories)

Example: My name is Krista, and I am an AmeriCorps*VISTA volunteer coordinator for the East Side Learning Center, a children's literacy nonprofit in St. Paul. 75% of kids who don't read at grade level by the end of 3rd grade continue to struggle in school and beyond. An estimated 6,000 children in St. Paul need extra reading support but many families can't afford private tutors. The ESLC provides free one-on-one tutoring in reading for low-income Kindergarten to 4th grade children who don't read at grade level. Each child in our program receives personalized lesson plans written for them by licensed teachers and tutoring three to four days per week with a trained volunteer or professional tutor. With the help of 220 volunteers we served 214 children at three school sites last year, providing over 12,000 hours of tutoring! I love seeing the kids in our program discover a passion for reading. One boy in our program really struggled with reading, but last spring, thanks to the support of his tutors, he is now reading beyond grade level and enjoys bringing books home! The ESLC has expanded to five schools this year but in order to continue changing children's lives, we are looking for more volunteers. Have you ever considered tutoring?

[illegible]

2. Say it in thirty seconds: (Provides a succinct overview with a hook to spur further conversation)

Example: I'm an AmeriCorps*VISTA volunteer coordinator for a children's literacy nonprofit in St. Paul. An estimated 6,000 children in St. Paul need extra reading support but many families can't afford private tutors. The East Side Learning Center provides free one-on-one tutoring in reading for low-income Kindergarten to 4th grade children who don't read at grade level. Each child in our program receives personalized lesson plans written for them by licensed teachers and tutoring three to four days per week with a trained volunteer or professional tutor. Last year we provided over 12,000 hours of tutoring to 214 children at three school sites with the help of 220 volunteers! Here's my card. If you'd like to see what we do, check out our website.

3. Say it in three seconds: (An interesting phrase or short sentence that captures what you do)

Example: The East Side Learning Center changes children's lives one book at a time.

Resources:

<http://www.nonprofitcms.org/building-a-good-elevator-pitch-for-your-nonprofit/>

<http://pj.news.chass.ncsu.edu/?p=26718>

<http://www.bloomberg.com/bw/stories/2007-06-18/the-perfect-elevator-pitchbusinessweek-business-news-stock-market-and-financial-advice>

<http://www.buzzuka.com>



Program Branding Compliance

Strong National Service branding raises the visibility of your organization and your organization's connection to National Service. Raising awareness of the work your program does is beneficial for recruitment, funding, and organizational sustainability.

AmeriCorps branding is also a requirement that AmeriCorps State programs must adhere to upon accepting AmeriCorps funds from the Corporation for National and Community Service (CNCS) and Volunteer Tennessee.

Below is a branding checklist and we've also put together a quick guide to the various branding requirements. Please note that these are minimum branding requirements, and to keep in mind national service branding can be beneficial in so many ways.

Program Branding Checklist

Web/Digital Documents

- ☐ AmeriCorps logo prominently displayed on the front page of the organization's website.
- ☐ AmeriCorps standard language on website pages
- ☐ Volunteer Tennessee logo on website pages and printed materials related to the grant.
- ☐ AmeriCorps logo on newsletter and other digital communications
- ☐ AmeriCorps logo on print materials and other collateral
- ☐ AmeriCorps logo visible in photos and videos used for outreach and recruitment
- ☐ AmeriCorps language included in press releases and public documents
- ☐ Hashtag and handle (@AmeriCorps) used when posting to social media

Sites and Members

- ☐ AmeriCorps logo on all service gear (clothing, badges, buttons, etc.)
- ☐ Members wear clearly recognizable gear while performing service and at official AmeriCorps events
- ☐ AmeriCorps logo prominently displayed on signage at events
- ☐ "AmeriCorps Serving Here" signs or banners at service sites
- ☐ AmeriCorps members and staff prepped with both elevator speech and impact story for meetings, public events, service projects, etc.



Quick Guide to AmeriCorps Branding Requirements

Here is a compilation of branding requirements included in various documents. Make sure your program and service sites are aware of these.

From the Tennessee AmeriCorps State 2019 NOFO:

Applicants should select "Yes" to agree to the following to be eligible for a grant:

- **Note that all funded programs will be required to prominently display the Volunteer Tennessee and AmeriCorps logos on printed and electronic materials related to the grant.**
- **VI. Program Information Section**
AmeriCorps Identity/Co-branding Questions. Select Yes or No
 - AmeriCorps members will wear the AmeriCorps logo every day.
 - AmeriCorps members will create and deliver elevator speeches.
 - The AmeriCorps logo will be prominently displayed on the front page of the organization's website.

- **E. Supplies**

AmeriCorps members must wear an AmeriCorps logo on a daily basis – preferably clothing with the AmeriCorps logo. The item with the AmeriCorps logo is a required budget expense. Please include the cost of the item with the AmeriCorps logo in your budget or explain how your program will be providing the item to AmeriCorps members without using grant funds. Grantees may add the AmeriCorps logo to their own local program uniform items using federal funds. Please note that your program will be using the AmeriCorps logo in the budget description.

Include the amount of funds to purchase consumable supplies and materials, including member service gear and equipment that does not fit the definition above. You must individually list any single item costing \$1,000 or more. Except for safety equipment, grantees may only charge the cost of member service gear to the federal share if it includes the AmeriCorps logo. All safety gear may be charged to the federal share, regardless of whether it includes the AmeriCorps logo. All other service gear must be purchased with non-CNCS funds.

From the Grant Contract Between the State of Tennessee, Volunteer Tennessee and Subgrantees

D.13. Public Notice. All notices, informational pamphlets, press releases, research reports, signs, and similar public notices prepared and released by the Grantee in relation to this Grant Contract shall include the statement, "This project is funded under a Grant Contract with the State of Tennessee, Volunteer Tennessee." All notices by the Grantee in relation to this Grant Contract shall be approved by the State.



From 2019 Terms and Conditions for AmeriCorps State and National Grants

III. AFFILIATION WITH THE AMERICORPS NATIONAL SERVICE PROGRAM

A. Identification as an AmeriCorps Program or Member. The recipient shall identify the program as an AmeriCorps program and members as AmeriCorps members. All agreements with subrecipients, operating sites, or service locations, related to the AmeriCorps program must explicitly state that the program is an AmeriCorps program and AmeriCorps members are the resource being provided.

B. The AmeriCorps Name and Logo. AmeriCorps is a registered service mark of CNCS. CNCS provides a camera-ready logo. All recipient and subrecipient websites shall clearly state that they are an AmeriCorps recipient and shall prominently display the AmeriCorps logo. Recipients and subrecipients shall use the AmeriCorps name and logo on service gear and public materials such as stationery, application forms, recruitment brochures, on-line position postings or other recruitment materials, orientation materials, member curriculum materials, signs, banners, websites, social media, press releases, and publications related to their AmeriCorps program in accordance with CNCS requirements.

To publicize the relationship between the program and AmeriCorps, the recipient shall describe their program as “an AmeriCorps program.” Recipients shall provide information or training to their AmeriCorps members about how their program is part of the national AmeriCorps program and about the other national service programs of CNCS. Recipients are strongly encouraged to place signs that include the AmeriCorps name and logo at their service sites and may use the slogan “AmeriCorps Serving Here.” AmeriCorps members should state that they are AmeriCorps members during public speaking opportunities.

The recipient may not alter the AmeriCorps logo, and must obtain written permission from CNCS before using the AmeriCorps name or logo on materials that will be sold, or permitting donors to use the AmeriCorps name or logo in promotional materials. The recipient may not use or display the AmeriCorps name or logo in connection with any activity prohibited by statute, regulation, or CNCS General Terms and Conditions, and these specific award terms and conditions.

From 2019 GENERAL GRANT AND COOPERATIVE AGREEMENT TERMS AND CONDITIONS

M. IDENTIFICATION OF FUNDING

When issuing statements, press releases, requests for proposals, bid solicitations and other documents describing projects or programs funded in whole or in part with Federal money, all grantees receiving CNCS funds included, shall clearly state— (1) the percentage of the total costs of the program or project which will be financed with Federal money; (2) the dollar amount of Federal funds for the project or program; and (3) the percentage and dollar amount of the total costs of the project or program that will be financed by non-governmental sources.



N. AWARD PRODUCTS

1. **Sharing Award Products.** To the extent practicable, the recipient agrees to make products produced under the award available at the cost of reproduction to others in the field.
2. **Acknowledgment of Support.** Publications created by members, volunteers or award-funded staff must be consistent with the purposes of the award. The appropriate program CNCS logo shall be included on such documents. The recipient is responsible for assuring that the following acknowledgment and disclaimer appears in any external report or publication of material based upon work supported by this award: "This material is based upon work supported by the Corporation for National and Community Service (CNCS) under Grant No. _____. Opinions or points of view expressed in this document are those of the authors and do not necessarily reflect the official position of, or a position that is endorsed by, CNCS or [the relevant CNCS Program]."

From AmeriCorps State and National Policy Frequently Asked Questions (FAQs):

D. 1. What is the policy regarding the purchase of member service gear?

Grantees are encouraged to provide the basic AmeriCorps service gear package for each member (t-shirt, sweatshirt, hat, lapel pin). The grantee should direct members to wear their service gear at officially designated AmeriCorps events and may allow members to wear their service gear at other times consistent with Corporation guidelines. All member service gear purchased with federal funds is required to include the AmeriCorps logo.

From the Code of Federal Regulations (CFR)

45 CFR §2520.65 - What activities are prohibited in AmeriCorps subtitle C programs?

(b) Individuals may exercise their rights as private citizens and may participate in the activities listed above on their initiative, on non-AmeriCorps time, and using non-Corporation funds. Individuals should not wear the AmeriCorps logo while doing so.

45 CFR §2522.100 - What are the minimum requirements that every AmeriCorps program, regardless of type, must meet?

(n) Agree to identify the program, through the use of logos, common application materials, and other means (to be specified by the Corporation), as part of a larger national effort and to participate in other activities such as common opening ceremonies (including the administration of a national oath or affirmation), service days, and conferences designed to promote a national identity for all AmeriCorps programs and participants, including those participants not receiving AmeriCorps educational awards. This provision does not preclude an AmeriCorps program from continuing to use its own name as the primary identification, or from using its name, logo, or other identifying materials on uniforms or other items.

Subpart E—Restrictions on Use of National Service Insignia

SOURCE: 73 FR 53761, Sept. 17, 2008, unless otherwise noted.

§2540.500 What definition applies to this subpart?

National Service Insignia. For this subpart, *national service insignia* means the former and current seal, logos, names, or symbols of the Corporation's programs, products, or services, including those for



AmeriCorps, VISTA, Learn and Serve America, Senior Corps, Foster Grandparents, the Senior Companion Program, the Retired and Senior Volunteer Program, the National Civilian Community Corps, and any other program or project that the Corporation administers. This consolidated document is a reference to facilitate searching for particular topics. While efforts are made to keep information current, please consult the primary sources for the most up-to-date information and for confirmation.

§2540.510 What are the restrictions on using national service insignia?

The national service insignia are owned by the Corporation and only may be used as authorized. The national service insignia may not be used by non-federal entities for fundraising purposes or in a manner that suggests Corporation endorsement.

§2540.520 What are the consequences for unauthorized use of the Corporation's national service insignia?

Any person who uses the national service insignia without authorization may be subject to legal action for trademark infringement, enjoined from continued use, and, for certain types of unauthorized uses, other civil or criminal penalties may apply.

§2540.530 Are there instances where an insignia may be used without getting the approval of the Corporation?

All uses of the national service insignia require the written approval of the Corporation.

§2540.540 Who has authority to approve use of national service insignia?

Approval for limited uses may be provided through the terms of a written grant or other agreement. All other uses must be approved in writing by the director of the Corporation's Office of Public Affairs, or his or her designee.

§2540.550 Is there an expiration date on approvals for use of national service insignia?

The approval to use a national service insignia will expire as determined in writing by the director of the Office of Public Affairs, or his or her designee. However, the authority to use an insignia may be revoked at any time if the Corporation determines that the use involved is injurious to the image of the Corporation or if there is a failure to comply with the terms and conditions of the authorization.

§2540.560 How do I renew authority to use a national service insignia?

Requests for renewed authority to use an insignia must follow the procedures for initial approval as set out in §2540.540.
